Sun Company, Inc.
Ten Penn Center
1801 Market Street
Philadelphia PA 19103 1699

February 17, 1995

Dear Sunoco Food Franchisee and Store Manager:

Effective January 1, 1995, R. J. Reynolds Tobacco Company has enhanced their retail display program. The Sunoco authorized and recommended programs available only through R. J. Reynolds are as follows:

1) R. J. Reynolds Overhead Merchandiser, i.e. Main Unit for RJR P.O.S.; End Panel for Sunoco Food Market Logo; the other end panel "Thanks for Shopping..."

2) Cimarron Floor Rack - self-service or behind counter floor rack as needed (Merchandise Floor Rack with Cimarron, Doral, and Monarch).

3) R. J. Reynolds Full Price Display at cash register position.

4) Preferred Presence Floor Display for Full Price brand promotions ($45.00 per month RDA allowance).

5) Doral Counter display $40.00 per month).

6) Effective March 1995, a permanent Cimarron Counter Display.

The R. J. Reynolds overhead package merchandiser, counter displays, and floor merchandisers are the only fixtures authorized and approved for placement in Sunoco Food Market and Sunoco Mini Market locations.

This program was in effect in 1994, and will remain in effect through December of 1995. If you have any questions, please contact your Sales Representative.

Sincerely,

Joseph P. Kearney
APlus® Franchise Manager
Convenience Food Marketing

JPK0216/acp

cc: V. DeLaurentis
R. Sloan
L. DeAngelis
C-Store Dept.
All Food Sales Personnel
J. Morris - RJR

51849 4494

TOTAL P.02

Source: https://www.industrydocuments.ucsf.edu/docs/znwy0000